

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2016/2017

**BMR2124 – RETAILING**  
(BM01/BM02)

18<sup>th</sup> OCTOBER 2016  
2:30p.m – 4:30p.m  
(2 Hours)

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### INSTRUCTIONS TO STUDENT

1. This Question paper consists of 1 page with 4 Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

**QUESTION 1**

Based on the Minimart near to your university, explain how information flow in this retail distribution channels with a diagram

(Total: 25 marks)

**QUESTION 2**

Define merchandise in retailing context and summarize the types of merchandise that can be carried by retailers.

(Total: 25 marks)

**QUESTION 3**

As a retail image consultant, please develop a Straight (Gridiron) Traffic Pattern layout for Tesco and explain the pros and cons for the layout.

(Total: 25 marks)

**QUESTION 4**

- a) Explain Rileys's Law in the context of location. (5 marks)
- b) By using Huff's Law solve the problems below and explains the findings:

There are 3 locations of shopping areas: Bukit Beruang with shopping area of 15,000 sqf and takes 15 minutes to reach, Alor Gajah with 20,000 sqf shopping area and the travelling time takes 21 minutes and Bachang with 25,000 sqf shopping area and will take 25 minutes of travelling. (20 marks)

(Total: 25 marks)

**End of Questions**